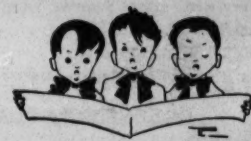


The Textorian

Weekly Publication of



Cone Mills Corporation



VOLUME XXVIII No. 51

GREENSBORO, NORTH CAROLINA, FRIDAY, DECEMBER 24, 1954

PAGES



CHRISTMAS SCENE—These children at Caesar Cone School make a timely scene as they sit around the decorated fireplace at the school. They are Betty Saunders, Billy Trollinger, Dale Stevens, Michael Sams, Mary Amick, Bobby McCaskill and Wayne Fitchett.

Office Party Is One Of Beauty And Dignity

In a setting of Yuletide beauty and dignity, 300 Cone Mills Greensboro office employees and their wives, husbands and escorts enjoyed their second annual combined Christmas party last Monday night at Greensboro Country Club.

Party Committee Chairman George Nance on his program group headed by Jim Marvin and Wayne Cates presented a noteworthy program. The Cone Mails, Miss Rachel Kincaid, Mrs. Bill Taylor, Miss Judith Newnam, Mrs. Douglas Kincaid and Mrs. Billy Peterson sang seasonal numbers with their characteristic good harmony.

Moir Ayers conducted his choir in several Christmas songs which gave a fine spirit and atmosphere to the entire event. Members of the choir were Mrs. Richard Eichhorn, Mrs. George Nance, Mrs. Bill Taylor, sopranos; Mrs. John Meade, Mrs. Ed Chambers, altos; Byron Calhoun, Moir Ayers, tenors; C. Richard Eichhorn, John Meade, basses. Mrs. Ayers accompanied at the piano.

After the program of music and group games, which followed a traditional turkey dinner, couples danced to the music of Buck Wuchae's Desert Knights.

Women received small Christmas corsages at the club entrance, presented by Mrs. Ruth Mullis and Miss Mary Louise Knight.

Others on the party committee arranging decorations and door prizes were Mrs. Audrey Anthony, Mrs. Marie Blackwood, Miss Vivian Frye, Miss Carolyn Smith, Fred Ziprik, Richard Sullivan, Jim Ward, Will Marshburn and Jack Phillips.

Revolution Lodge Installs Officers

Revolution Masonic Lodge recently installed officers: Julius C. Baily, master; G. W. Gauden, senior warden; George Stewart, junior warden; S. Sternberger, treasurer; J. Roger Hester, secretary; B. T. Rierison, senior deacon; J. L. Hollingsworth, junior deacon; J. C. Wyrick and P. O. Keeler, stewards; F. E. Tutzauer, tiler; E. L. Chambers, chaplain. R. E. Paschall, D.D.G.M., served as installing officer and J. Harold Mitchell, Past D.D.G.M., as marshal.

Pres. Cone Commends Plant On Loyalty

Speaking briefly at the Pineville Plant annual Christmas party at Pineville last Saturday night, Herman Cone, president of Cone Mills Corporation, told the employees that although they comprise a fairly small portion of the entire corporation, they made up for smallness in size with their great loyalty, friendliness and interest in plant and community affairs.

Attending the party which included a square dance were Clarence N. Cone, William H. White, Chester Arnold, Herman Cone, Jr., John Sherrill and Harold Carpenter.

Report from Pineville on committees and entertainment has not yet been received.

To Begin Classes In Ballroom Dancing

An adult ballroom dancing class will hold its first meeting Thursday night at 7 p.m. December 30, at the White Oak YMCA gymnasium. Classes will meet each Thursday at 7 p.m. and will continue for a 10-week period. All persons interested in joining this class are urged to attend this first meeting.



DIRECTOR—Robert Graham, director of the Haw River Community Club, is shown officially opening the building before open house recently.



Richard Remsen, Jr.

Name Remsen Head Of Phila. Branch

Cone Mills Inc. announces the assignment of Richard Remsen, Jr. to head the Philadelphia sales office, effective December 20, 1954.

As noted, Sidney M. Slaughter, who previously held this position, has resigned effective January 1, 1955, but is currently on leave of absence. Bruce B. Menin, who has been temporarily covering the Philadelphia territory, will return to the New York sales force.

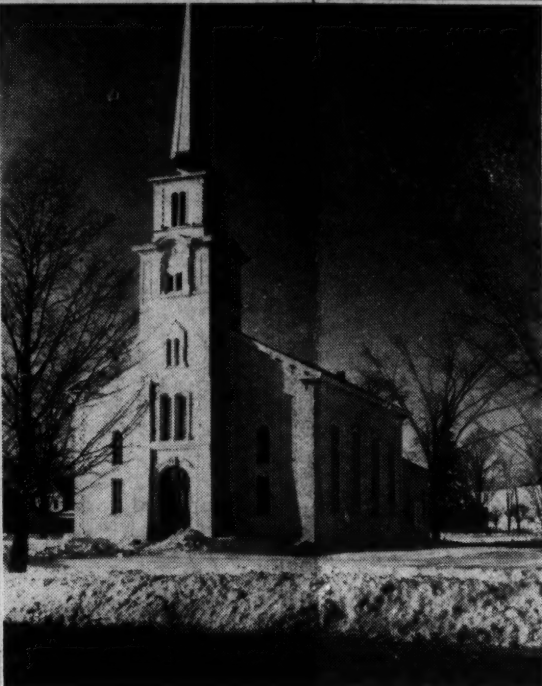
Mr. Remsen joined the Cone organization in November, 1954, and trained in the various merchandising divisions of the company in New York. He will now call on the trade and handle all the Cone lines in the Philadelphia area.

Prior to joining Cone Mills, Mr. Remsen worked as a sales representative for Bates Fabrics, Inc. where he carried finished goods to the New York manufacturing trades from 1948 until the present. Previously he was Service Supervisor with the Group Division of the Metropolitan Life Insurance Company from 1946 through 1948.

Mr. Remsen is a graduate of Dartmouth and has attended the New York University Graduate School of Business Administration. During World War II he served as a Lieutenant Senior Grade in the U. S. Navy.

Notice

Photos made at the Cone Office Christmas party were too late for this week's deadline.



Peace On Earth . . . Good Will Toward Men!

BASIC in the life of each of us is the desire to worship God as we please. Simply but sincerely a small group of Americans—crossbloods of many countries—worship in this plain, white clapboard church. Its chief adornment is its steeple reaching heavenward as arms outstretched in a plea of Peace on Earth, Goodwill Toward Men.

At Christmas, the curtain is lifted in this little church on that pageant which never seems to grow old or to lose its charms: the shepherds looking into the light-struck skies with amazement and adoration in their faces; the awkward camels lumbering by, bearing the Wise Men and their gifts toward the goal of the Wonderful Star; the manger in the cavern on the hillside, peopled with the ageless characters, father and mother and newborn babe, while the dumb beasts look on in benediction.

Let the drama of Christmas be enacted once more in the hearts of men as the Christmas spirit brings them back again to the Kingdom of God.

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Cone Mills Eureka Velvelette Marks Silver Anniversary

NEW YORK—With the introduction of the 1955 line of Eureka Velvelette, Cone Mills is celebrating the 25th Anniversary of printed cotton flannelette production, begun at the Revolution Division.

The 1955 Silver Anniversary Line, to be introduced in January, will include 95 patterns, the largest range ever produced—all coordinated with val-dyed plains. A special point of pride is that 262 of the large number of workers employed in the production of flannelettes have 25 to 50 years experience at their jobs with Cone Mills.

When we look at this figure more closely, we find that 39 of these employees have been with Cone for 25 years, 161 have been employed for 25 to 35 years, and 62 people have a record of 35 to 50 years employment. This is especially significant, as a high degree of skill and long experience are needed to develop the techniques of the difficult art of napping and printing flannelettes.

While this is the 25th Anniversary for Cone's start in printed flannelettes, the firm has been making plain flannelettes for 62 years. The plant which houses this vast production was built in 1899 in Greensboro and named "Revolution" because it revolutionized the Textile Industry of its day in the South. Moses and Caesar Cone, founders, devoted it solely to flannelette production, offering the first output under the name Revolution Flannel. Today the Revolution Flannel Plant is the largest mill in the world devoted exclusively to flannelettes.

It all began in 1890 when the company, then called Cone Export and Commission Company, was incorporated to act as selling agent for approximately 90 per cent of the southern mills. At that time almost the entire southern textile production was devoted to an inexpensive cloth known as Southern Plaid. By 1892 the Cone brothers, Moses and Caesar, had succeeded in inducing the mills they represented to diversify their production, and to make fabrics that previously no one in the South had ever produced. These included chambrays, chevilles, suitings, flannels, gingham, tickings and canton flannels. Cone Mills has been engaged in the production

and selling of flannels ever since that time.

By the end of the first year, in 1900, it was necessary to put wider goods on the market, to serve the requirements of garment manufacturers.

The width was increased from 27" to the current 36", and was called "cutters width." In 1909 the first bleaching for cotton flannelette was equipped at the Revolution Plant. This was the first time that this operation was performed south of the Mason-Dixon Line, thereby effecting an economy over the old practice of sending grey cloth all the way to New England to be bleached and shipped again. Cone also pioneered in Sanforizing flannelette.

Eureka printed flannelettes were officially introduced in 1930. Soon lines were developed according to specific end users. Never before had flannelette users dreamed of special printed fabrics for children, masculine stripes and delicate florals. In 1939 the company announced that they had reached a "State of Perfection" wherein the name "Flannelette" no longer did them justice and renamed the fabric "Velvelette."

It is with justifiable pride that Cone Mills lays claim to the finest printed flannelette in the country. Cone Mills employees can well be proud of the high standards of quality and uniformity in everything from the basic cloth to the laboratory-tested colors used in dyeing and printing it. In a mill where the fabric is produced starting with the bale of cotton and ending with the finished cloth, the Revolution Plant today is the world's largest exclusive flannel mill.

In addition to its established high degree of quality, the new Eureka Velvelette line will be distinguished by an enormous variety of prints, all designed for specific end uses, and developed with an originality and beauty that assures stylish nightwear for every member of the American family for the coming season.



REVOLUTION 25-YEAR GROUP—This group of employees at Revolution Flannel Plant have this year completed 25 years service with Cone Mills. Shown at left congratulating them and presenting 25-year bonus checks is Marion W. Heiss, Cone Mills vice president, and at right, is Coley Phillips, superintendent of Revolution Division Flannel Plant. Front row, left to right, are Mrs. Gertrude Hammer, Miss Ida Scott, Mrs. Lucille Horner, Mrs. Willie Bolton, Mrs. Pearl Everage and Mrs. Edna Trantham. Others being so honored are Allen L. Andrews, Thomas Bailey, Chester P. Bass, Roe E. Branson, James L. Cable, H. O. Carpenter, Walter R. Clark, Willie C. Craig, Jerry L. Fulk, Isaac C. Harris, Albert B. Heffner, Harold A. Hilliard, Willie N. Hobbs, Mrs. Laura D. Horne, Lance L. Horner, Mrs. Emma E. Johnson, Lowell L. Jones, Virgil N. Lineberry, Mrs. Bessie S. Martin, Edgar H. Payne, William M. Smith, Floyd Strickland and John Wade.

Garment Salesmen Warned On Gimmicks

Speaking at the meeting of sales personnel of Anvil Brand, Inc., High Point, last Friday, Marion W. Heiss advised the salesmen to refrain from selling garments on gimmick values of fabrics and to learn about the functional performance of materials and promote them from their long-range value. His topic was the "New Era of Fabrics and Finishes."

Mr. Heiss told the group that he could easily understand why both the buying public and salesmen are confused over new fabrics and finishes with so much promotion by fabric, fibre and chemical manufacturers.

Fabric Development

As an illustration of the development of new fabrics, the Cone official traced the beginnings of the Conette, 65% Dacron and 35% cotton, and Cone Style 1-2-3 gabardine, 65% Dacron and 35% viscose.

He told how through many tests that he and his associates had discovered that these blends were right for wrinkle shedding, crease retention, fast drying and softness of hand.

Conette

He related the history of the Brookweave shirt and the part played by Cone Mills, Du Pont and Brooks Brothers in presenting the 65% dacron and 35% cotton shirt to the public.

Cone Style 1-2-3

Mr. Heiss told of the development of the Cone Style 1-2-3 gabardine in answer to the need for material for boys' and men's slacks which are washable, water resistant and rarely ever have to be ironed. He pointed out that B. Altman's has been merchandising slacks of this fabric for over nine months.

Mr. Heiss stated, "Just as we have spent time in getting these fabrics through blending and testing, we at Cone Mills intend to follow in research in still newer fabrics."

Responsibility

He told the salesmen that they have a responsibility to be able to tell the consumer what to expect from a new fabric's finish. He warned of the gimmick promotion of finishes also. He discussed the merits of finishes which permeate the fibre and are not just surface finishes.

Permanent Finishes

In discussing the ZeSet finishes, Mr. Heiss pointed out that they are more wrinkle resistant, more soil resistant than nylon and rayon, retain creases, build up the body of the cloth and although they may cost a few cents more, they are permanent and the customer is satisfied.

Wash-Test Demonstration

Prior to his speech at the High Point YMCA, Mr. Heiss was an honor guest along with Herman Sampson, Cone Mills Inc. Southeastern sales district, and Lelah Nell Masters, at a luncheon at Emorywood Country Club. Miss Masters staged a wash-test demonstration and presentation of the Conette and Cone Style 1-2-3. Mr. Heiss modeled slacks of Cone Style 1-2-3, which had been worn for several months with several washings and no ironing, and a shirt of Conette, which he had worn for two years with many washings and no ironing.

U. S. Tariff Commission Hears Cone Official

Marion W. Heiss, vice president of Cone Mills Corporation, testified before the United States Tariff Commission last Tuesday in Washington in behalf of the American Cotton Manufacturers Institute. Mr. Heiss warned that Japanese imports pose a grave threat to the U. S. cotton textile industry.

"A lowering of tariff walls can mean nothing more than a lowering of American mill consumption, a wiping out of American textile employment, and a surrender of the American cotton goods market to cottons of foreign growth," declared Mr. Heiss.

Purpose of the Commission is the determination of tariff points as related to customs duties on cotton manufacturers with particular reference to the proposed trade agreement with Japan.

According to the ACMI spokesman the purpose as it applies to the textile industry is two-fold: (1) to ascertain the limits within which tariff modification must be held, to avoid serious injury or threat of injury to domestic industry; (2) to ascertain if increases in duties or additional restrictions are required to avoid serious injury to domestic industry.

"It is highly significant," declared Mr. Heiss, "that the recent upsurge of textile imports from Japan comes at a time when the domestic prices are lower than the minimum which our industry must have if the majority of mills are to stay in business."

In reference to the vast Japanese imports, he stated that it is noteworthy that this spectacular and dangerous development which is only in its first stages has occurred without the benefit of United States concessions to Japan. The liberal concession granted to the United Kingdom and Western Europe and generalized to Japan have turned out primarily to the advantage of Japan. This will be increasingly true as Japan moves into the higher qualities and wider ranges of textile products, he said.

Mr. Heiss pointed out that the major factors in the reason Japan has such great competitive advantages are raw material, equipment and labor costs.

"It is obvious that no conceivable degree of superior efficiency can materially off-set the Japanese wage differential. It is in fact to be doubted that American mills have any efficiency advantage in comparison with the most modern Japanese mills."

Quoting the low prices of Japanese fabrics, Mr. Heiss, declared that they are just low enough to procure American business and do not reflect the full cost advantage which the Japanese possess primarily because of their low wages.

He called attention to the fact that American prices are currently at the level of approximate costs. He quoted the latest available information on wage costs which indicate an average Japanese cotton textile wage of 13.6 cents per hour as contrasted with the American average of about \$1.30 cents an hour. Since wages are by far the largest item of manufacturing costs, this is the decisive factor in market competition.

"The unexpended margin of Japanese advantage is of special significance when we relate it to the claim that tariff rates should be lowered just enough to permit a 'reasonable' inflow. Such an adjustment of textile tariff rates is impossible. A rate which invites the profitable import of one yard extends equal invitation up to the full possibilities of the market, whether they be a million yards or a billion. A tariff rate which is surmountable puts no limit on volume."

The effect of lowered tariffs is not limited to the textile industry itself, he explained.

"It reaches outward to create peril points for all the industries which service the function of cotton manufacture: the machinery industry, the chemical industry, the engineering industries, transportation, power and banking, and all the services which provide the necessities and amenities of life for these industries at the community level."

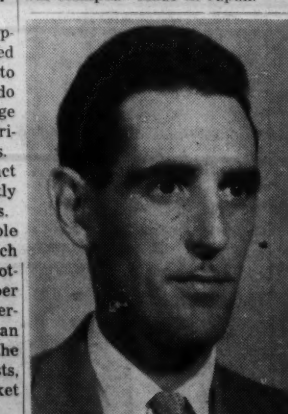
However, important the array of peril points in these related activities, they are far exceeded by those which stand out in cotton agriculture," he asserted.

Summing up the peril points, Mr. Heiss declared that they are the peril points of one half of the States of the Union.

"In the interest of stockholders, over one million employees in textile manufacture and over a million in the garment trade, in interest of the pension trust and charitable foundations, we should strive to develop a fluid tariff program so formulated as to compensate for inequities in costs due to differentials in wage scales."

"If because of international relations and the threat of Communism in the Far East, it is necessary to assist the Japanese nation to provide the essentials of living for her citizens, the burden should be spread upon the entire American economy and not be permitted to break the back of the textile and allied industries," Mr. Heiss concluded.

A humorous though serious touch to the meeting, was Mr. Heiss' presentation to the Commission of a souvenir cotton bale labeled, "A Bale of Cotton from the South." It was stamped "Made in Japan."



N. Y. SALES—Charles D. Billings, Jr., above, as noted last week, is now with the New York City Sales office of Cone Mills Inc.



RECEPTION—Shown here are members of the Haw River Community Club reception committee for the club's open house recently. They are J. C. Clayton, Odell Chatman, Bradley Rich, Herman Ritter and Ollie Payne. Mrs. Payne poured the punch.

THE TEXTORIAN

Published every week except Summer Vacation and Christmas Weeks

***LELAH NELL MASTERS** MANAGER
ROBERT WEAVER ASSISTANT

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GREENSBORO PLANTS

PROXIMITY
PRINT WORKS
WHITE OAK



REVOLUTION
(Flannel and Rayon)
GUILFORD PRODUCTS

OTHER PLANTS

Edna Reidsville
Eno Hillsboro
Granite Haw River
Minneola Gibsonville
Randleman Randleman
Salisbury Salisbury
Pineville Pineville

REPRESENTATIVES

Elizabeth Harviel
Edna S. Ellis
Bertha S. Clayton
Opal S. Isley
Roger Johnson
Pauline Safrit
Mary Robinson and Inez Culp



(*Officer American Association of Industrial Editors)

No communication of any sort or description, whether news or expression of opinion upon any topic, will be published unless accompanied by real name of writer. The name, however, will not be published unless consent is given.

FRIDAY, DECEMBER 24, 1954

A Place To Start

At this time of the year we all should accept with due humility the true principles of Christmas. As we review the past and many of the present situations throughout the world, we realize more than ever that we need peace and goodwill among men.

Too often we ignore the true significance of this season of the year, and even more often we think in terms of peace and goodwill in connection with other people and other nations. Peace at home and goodwill among our associates are extremely important not only during the Christmas season but throughout the year.

In wishing all of our readers a Merry Christmas we fervently hope that we will all subscribe truly and conscientiously to the true principles of Christmas and do our utmost to further the cause of peace and develop more goodwill among ourselves.

Unquestionably there has been too much strife, too much bitterness, and too much war. A good place to start in order to build up a better program for the whole world is right at home where we live and work.

NOTICE

As has been the custom for the past 26 years, *The Textorian* will not be published on the Friday after Christmas, December 31. However, The Textorian office will be working on its annual financial statement during next week and will be glad to cover the news as it arises during that time.

Health For All

Forty-Eight Christmases

It was 48 years ago, on December 7, 1906, that the first Christmas Seals were sold in the United States to raise funds to fight tuberculosis. So, you see, those bright red and green Seals you have been putting on your envelopes have a long history.

Back in 1906, TB was "The

White Plague," first on the list of causes of death. It had always been a part of man's history. To many it seemed hopeless to try to do anything about it. What could some little scraps of paper do? But to those who believed that TB was not hopeless, those "scraps of paper" symbolized a new way of fighting disease. TB was, they knew, a contagious disease caused by germs passed from the sick to the well. That made it everybody's problem. Everyone must learn the



Greetings To Our Friends
On Christmas!

From Grandpa down to Baby, we hope everyone dear to you helps make your Christmas a bright and merry one!

LAMBETH FUNERAL HOME

WENDOVER at VIRGINIA DIAL 3-3401

facts about it. Everyone's cooperation was needed to check its spread.

The Christmas Seal way of asking for small contributions from many people gave an opportunity to spread the truth about TB to people in all walks of life in all parts of the country. It gave millions an opportunity to contribute

for their own good as well as for their neighbors.

In 48 years the Christmas Seal fight against TB has not changed basically, although techniques have changed and improved with the times. Preventing TB is still the major aim, and this is still done through education, through find-

ing unknown cases of the disease, through efforts to keep the cured patient well and through scientific research into the nature of the disease.

Today TB no longer heads the list of causes of death in the United States. Modern medicine can cure the disease. Yet it kills 20,000

people a year. TB can be prevented, yet it attacks 110,000 people every year. One fourth of the American people are believed to carry the germs that cause TB in their system. To protect you and your family the Christmas Seal campaign must go on until TB is defeated.

THURSDAY NIGHT IS FAMILY NIGHT



S & W
CAFETERIAS
ASHVILLE, N. C. WASHINGTON, D. C. SHREVEPORT, LA.
ATLANTA, GA. CHATTANOOGA, TENN. BALDWIN, N. Y.
CHARLOTTE, N. C. GREENSBORO, N. C. BOALISTON, MA.
Over twelve million meals served yearly



May It Be TRULY Merry!

ONCE again the world waits, hushed, the mystic birth of the infant Jesus. Once again thoughts turn to love and kindness and charity. It is a truly wonderful time. May its joy be yours.

TWO DRIVE-IN LOCATIONS

621 South Elm Street

Summit Shopping Center

BANK OF GREENSBORO

Southeastern Building, Market and Elm Streets
Member Federal Deposit Insurance Corporation



From All of Us to All of You

At this happiest season of the year our thoughts turn to all of our friends! May you and yours enjoy a Merry Yuletide and a fine New Year to come.

TEXTILE JEWELRY COMPANY

400 State Street — McAdoo Heights

—Phone 2-4922—

FRANK E. TUTZAUER, Prop.

ARCHIE MCINTYRE, Mgr.

Mens Wear
Boys Wear
Shoes
Work Clothes



TOY SALE

LAST CALL FOR XMAS

Why Pay More

Cigars
Cigarettes
Tobaccoes

Dolls

Selling Out

All \$1.33
Styles to 6.88

Skates

Selling Out

All \$1.59
Styles to 3.97

Air Rifles

Selling Out

All \$3.47
Styles to 6.97

Doll Carriages

Close Out

\$3.97

CIGARETTES—All Popular Brands

PALL MALL, HERBERT TAREYTON, PHILIP MORRIS, CAMELS, LUCKY STRIKE, OLD GOLD, KOOL, PIEDMONT, FATIMA, RALEIGH, CAVALIER, etc.

Cowboy Suits

COWGIRLS TOO

Close Out \$1.50

16 1/2c Pack --- \$1.64 a Carton

Buy All You Want Every Day At This Low Price

PAYROLL CHECKS GLADLY CASHED

\$5.95 Large Panda

Bears

Cuddly and Fuzzy

Close \$2.36

and

Out \$2.96

\$2.95 Shot Gun

Shells

12 Gauge \$1.97
Box

Famous

Wings

Mens Shirts

All \$2.95
Styles

\$8.95 Mens

Hunting Jackets

Close \$6.47
Out

Give Practical

Gifts

Mens Wear, Boys Wear,

Shoes, Work Clothes

Gift Wrapped

OPEN
EVERY
MORNING
AT
8:30

BLUMENTHAL'S

The Store With a Heart

358 SO. ELM ST. GREENSBORO, N.C.

OPEN
FRIDAY
NIGHT
'TILL
9:00 P.M.

PET. Homogenized Vitamin D Milk

now available

in the new, **ECONOMICAL** king size
for home use!



NOW you can have daily fresh Pet Grade A Homogenized Vitamin D Milk delivered to your home in the new, sparkling Pet Gallon Jug! You'll love the many advantages of serving milk from this new, practical container. It will—

SAVE for you in not only one . . . but **THREE** ways! First and most important, you save—

MONEY when you buy Pet Homogenized Vitamin D Milk in the economical gallon jug! Now enjoy the finest milk in town at lower cost. Also save much-needed—

SPACE in your refrigerator . . . just one space-saving gallon jug rather than four quart bottles! And, it will also save you—

TIME in two ways! For now you can pour several glasses of milk without going back to the refrigerator for another quart bottle. And you will have fewer milk bottles to wash!

Daily fresh Pet Grade A Homogenized Vitamin D Milk . . . guaranteed to test not less than 4% butterfat . . . is the finest, freshest milk you can buy. So start today to use the newest, most convenient way to serve milk.

CALL 2-6131 AND HAVE IT DELIVERED TO YOUR HOME
REGULARLY IN THE NEW, **ECONOMICAL** KING SIZE!

To pour, place container to lip of jug, then tilt. When container is full, raise jug slightly to eliminate dripping.



compare PET dairy products with any others!

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BURGESS
BARBER SHOP
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117 EAST SYCAMORE ST.

Salisbury News

By Pauline Saffit

The Gladys Hopewell Circle of Stallings Memorial Baptist Church met Monday night, December 13.

with Miss Ruth Butler at her home on South Church Street. The house was decorated in the holiday motif.

The meeting was opened with a prayer by Mrs. Ed Reeves. During the business session, the group decided to send a box of candy to a shut-in and a flower to one of the members who has been ill.

Mrs. Vernon Reavis gave a program of Christmas readings.

Mrs. Reeves closed the business meeting with prayer. During the social hour, gifts were exchanged. Christmas refreshments were served. Those present were Mesdames M. O. Brinkley, Walter Owen, W. B. Julian, Kathleen Moon, Bob Lake, E. W. Quillian, Ed Reeves, Burke, Vernon Reavis, Burl Guder, W. L. Bradshaw and Miss Ruth Butler.

The meeting was closed with the singing of Christmas carols. James A. Riddle of 10D Pine Hill Apartments, Salisbury, re-enlisted last week in the U. S. Air Force for four years and has been sent to Donaldson Air Force Base, Green-

ville, South Carolina, for re-assignment. Sgt. Riddle has six years prior Air Force service. His wife, Mona Riddle is employed in the Finishing Department.

Mrs. W. C. Mesimer is out from work due to illness. She is employed in the Finishing Department. Larry Cauble, only grandson of Mr. and Mrs. Harvey Sherwood, has been a patient at the police hospital in Greensboro for the past three months. He is much improved and will be permitted to spend three days of the Christmas holidays at home with his parents, Mr. and Mrs. Norman Cauble. He will return to the hospital December 28 for further treatment.

Miss Barbara Thompson, daughter of Mrs. Roy Matherly and bride-elect of Bob Link, is being entertained at several bridal parties. Mrs. Tom Kesler and Mrs. Worth Corriher were hostesses at a party given last Saturday evening in Miss Thompson's honor.

Mr. Link is the son of Mr. and Mrs. Walter Link. Students at Wiley School presented a Christmas pageant at the regular meeting of the Wiley PTA Wednesday night, December 15, in the school auditorium. Songs on the program by the Wiley choir included "Silent Night",

"Christmas Lullaby," "Angels We Have Heard on High," "We Three Kings," "O! Holy Night," "I Heard the Bells on Christmas Day," and "Joy to the World."

Clarinets furnished soft music during the pageant and were played by Gale Miller, Judy Cline, Shirley Bellefeuille, Beverly Carroll, Joyce Randall and Brenda Rary.

Other students participating in the program were: Carolyn Linberger, Susan Kenerly, Linda Sloop, Jim Edmiston, Jewel Butler, Sharon Walters, Anne Reamer, Patricia Owen, Susan Waller, Marvin Burrell, Bobby Earnhardt, Pierce Pratt, Barry Shives, Larry Butler, Larry Goodman, Judith Daniels, Jimmy Copley, Donna Rickard, Kay Pinkston, George Pratt, Johnny Burdette, Buddy Copley, Fred White, Johnny Breedlove and Noma Klutz.

Christmas Breakfast A Sleigh Full of Toast

Surprise the children with a real Christmas breakfast, tip-top in early morning appetite appeal, and planned just for them. Glide Santa's reindeer and sleigh, full of

hot cinnamon toast, onto the table and have Santa himself present in the form of bewhiskered boiled-eggs. Round out this important meal with cups of warm fruit juice.

An don't fret if the children want to eat in shifts or even right under the tree with their new-found treasures. This breakfast is planned not only with an eye on their well-being as far as nutrition is concerned, but also with mother in mind because it's easy to prepare on this busy holiday. For added fun and especially to delight the children, Barbara Starr, Consumer Service Director for Tip-Top Bakers, suggests decorating boiled eggs with red paper hats and twisty pipe-cleaner whiskers. As for the cinnamon toast, you'll find in this recipe three methods of making this favorite.

Cinnamon Toast

1 loaf of Tip-Top enriched white bread (18-20 slices)

½ pound soft butter or margarine (2 sticks)

1 cup granulated sugar.

3 tablespoons ground cinnamon

Method 1:

Toast bread on both sides in toaster or broiler. Spread with butter. Mix together sugar and cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 2:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 3:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 4:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 5:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 6:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 7:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 8:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 9:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 10:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 11:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

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Method 12:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

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Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

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Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

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Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 26:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

Method 27:

Toast bread on one side in broiler. Turn. Spread bread with butter. Mix together sugar and

cinnamon and sprinkle on hot buttered toast. Serve hot.

cinnamon and sprinkle on bread. Return to broiler, about 5 inches from the source of heat, until mixture is golden brown and bubbling. Serve hot.

Method 3:

Make toast according to method

2. Add small pieces of butter to

top of the cinnamon-sugar mixture

just before returning to broiler.

Method 4:

Make toast according to method

2. Add small pieces of butter to

top of the cinnamon-sugar mixture

just before returning to broiler.

Method 5:

Make toast according to method

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top of the cinnamon-sugar mixture

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top of the cinnamon-sugar mixture

just before returning to broiler.

Method 22:

Make toast according to method

2. Add small pieces of butter to

top of the cinnamon-sugar mixture

just before returning to broiler.

NEW 3-BEDROOM BRICK HOMES Located On 21st Street

- Large Shaded Lot, Beautifully Landscaped with Concrete Walkway and Stone Driveway
- Natural Gas Heat • Selected Oak Flooring
- Modern Kitchen with plenty of Cabinet Space
- Connection for Washing Machine
- Ample Closet and Storage Space

FHA and G.I. FINANCING

\$8,400

\$650.00 FHA (Cash) \$56.00 Per Month

\$400.00 G.I. (Cash) \$56.00 Per Month

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Tom Hildebrandt — Elizabeth Hole



HEAR
"The Christmas Story"
A Special Christmas Science
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December 26—10 A.M.
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GIVE FLOWERS FOR CHRISTMAS



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Plants from \$1.00 up

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- Azalea • Cyclamen
- Christmas Begonia



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\$3.00 with Stand

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Telegraph Delivery Association

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Summit Shopping Center—Free Parking—Phone 2-5470

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115 E. Market Street
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Men's Pants: Zippers, half and whole pockets, waists smaller or larger, trousers shortened or lengthened.

Men's Coats: Sleeves lengthened or shortened, coats made larger or smaller.

Ladies: Hems and Zippers.

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Phone 4-7202

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Beverages

Orange, Grape, Strawberry
Wholesome and Refreshing

ORANGE CRUSH

BOTTLING COMPANY

Greensboro, N. C.

Summit SHOPPING CENTER

- FREE PARKING
- 27 MODERN STORES
- SHOP CONVENIENTLY

America's first automobile race was held in Chicago on Thanksgiving Day 1895. It was won by J. Frank Duryea driving a Duryea Motor Wagon at an average speed of 5.05 miles per hour.

WHAT'S NEW—For the gals, a combination ball-point pen and lipstick; for smokers, a cigarette lighter with liquid eye which reads "OK" when lighter is full, fades when time to re-fill.

Here lies a miser who lived for himself, And cared for nothing but gathering pelt. Now, where he is, or how he fares Nobody knows, and nobody cares. —Epitaph on a tombstone

Velvelette Promotion

Again this week The Textorian is carrying a reprint of an advertisement which appeared this week in trade papers in honor of the 25th anniversary of Cone Eureka Velvelette.

Drive carefully during the Christmas holidays.

Drive carefully during the Christmas holidays.

**Hospitality Is An Art
Coke Makes It So Easy**



DRINK Coca-Cola

GREENSBORO COCA-COLA BOTTLING COMPANY

Best Wishes From Our House To Your House...



Our wish is that this happy season will find you blessed by the love and companionship—and actual presence—of all your dear ones. May it be a bright Christmas for you!

HANES FUNERAL HOME

404-405 W. Market Street

Dial 2-5158



CHRISTMAS

Tells Us That Every Human Being Is Worth Our Love

Christmas teaches us that as Jesus was born to make all men good... so was He born to make all men brothers... children of one God. Every human being is worth our love for the Lord sacrificed Himself for all of us.

City Industrial and Savings Bank

GREENE at GASTON STREETS Dial 2-3095

AFTER CHRISTMAS SALE

Starts Monday, December 27

Children's Winter DRESSES 1/3 to 1/4 off

Outing Gowns and PAJAMAS 1/3 to 1/4 off

Maternity Winter DRESSES 1/3 to 1/4 off

Velvet PEDAL PUSHERS 1/3 off

Velvet & Corduroy SKIRTS 1/3 off

Table of ODDS & ENDS 1/2 off

TOGS FOR TWO

Maternity and Children's Wear
Summit Shopping Center — Phone 2-0512
Free Parking

Funeral Held For R. L. Townsend

The funeral for Richard Leroy Townsend, 60, of Route 8, Greensboro, who died Monday morning en route from Proximity Plant to Cone Memorial Hospital, was held at 2 p.m. Wednesday at Forbis & Murray Chapel.

The Rev. O. L. Brown, pastor of the Proximity Methodist Church, officiated. Burial was in Sandy Ridge Methodist Church Cemetery. A native of the western part of the state, he had lived in Guilford County most of his life. He was a member of the Proximity Methodist Church. His first wife, the former Ila Smith, died a number of years ago.

Survivors include his second wife, the former Deree Edwards; a daughter, Mrs. E. F. McCorsley of Trion, Ga.; six sons, E. F. Townsend of New Brunswick, N. J., G. L. Townsend of Norfolk, Va., and E. C., G. R., H. C. and H. G. Townsend of Greensboro; a brother, Frank Townsend, of East Walpole, Mass.; two half-brothers, F. L. Townsend of Lenoir and the Rev. Paul Townsend of Albermarle; two half-sisters, Mrs. Hunter Martin of Lenoir and Mrs. Pete Menzies of Hickory; and 10 grandchildren.

Clinic

White Oak—Revolution—Proximity

Children attending the Infant and Pre-School Clinic on Wednesday afternoon were Deborah Baynes, Melvin Overman, Deborah McDaniel, Jimmy Anderson, and Sherrie Murphy.

Four immunizations and one vaccination were given by R. N. Mrs. Margaret Haverlack.

Adjust your driving speed to existing highway and weather conditions. Slow down in rain and fog. Slow down after dark.

Eureka **VELVELETTE***

celebrating its Silver Anniversary



25 years ago a new printed flannelette was born. Its name: Cone Eureka Velvelette. Its place of birth: the Cone Revolution flannelette plant in Greensboro, North Carolina. That's where Cone Mills—through these many years of experience—developed and mastered the highly specialized craft of napping and printing flannelette. That's where Cone pioneered the Sanforizing of cotton flannelette. Today, Cone Eureka Velvelette* is heralded as the finest printed cotton flannelette produced in America. It stands alone for quality... for uniformity. All colors are of vat fastness and laboratory tested. The range of patterns is comprehensive and diversified, suitable for all groups from the most modern infants and teenagers to the most sophisticated grandparents. The smooth napped finish truly challenges comparison with softest velvet.

Velvelette* is a family affair at Cone. It is produced from bale of cotton to finished cloth right in the same Revolution Mill where, for 60 years, Cone has had experience in the production of fine flannelettes. A remarkable total of 262 employees engaged in flannelette production have been with the Cone organization from 25 to over 50 years. They know their craft.

All this adds up to a fine tradition of quality that's abundantly evident in the current line of Eureka Velvelette*. It's our Silver Anniversary line, and as you can imagine, it's the widest, finest, most exciting ever. Come see it, and join the sales celebration.

*CONE MILLS INC., 59 Worth Street, New York 13, N. Y. Atlanta • Baltimore • Boston Chicago • Dallas • Greensboro Los Angeles • Nashville • Philadelphia San Francisco • St. Louis

Makers of: CONE Towels CONE deceptone* Denim • CONE Play Denim • CONE Plisse CONE Bison* Suede-Type Fabric CONE Twill • CONE Corduroy



Remember, your customers will be asking for the Cone label



Pre-Inventory DISCOUNT WEEK

Beginning Monday, December 27

Ladies Costume Jewelry up to 1/3 off	Men's Jewelry up to 1/4 off	Hurricane Lamps 1/3 off
Ceramic Gift Items 25% off	up to \$7.50 TRADE-IN ON ANY Electric Shaver	A Liberal Trade-In On Any Watch

ALL DISCOUNT PRICES CASH

Open till 9:00 p.m. till Christmas
Plenty of FREE Parking

SUMMIT CENTER JEWELERS, Inc.

SUMMIT SHOPPING CENTER — PHONE 4-1884
Frank E. Tutzauer, Jr. — "Monk Cockman"

25 HAPPY YEARS